Filed: March 16, 2004

Art Unit: 2445

In the Claims:

Please amend the claims as presented below:

1. (Previously presented) A method of detecting fraudulent Internet traffic sent from a first

web site to a seeond web site comprising:

providing a first web site database having a list of first web sites likely to send bad

traffic;

providing a hypertext link to the second web site on the first web site;

transferring an Internet user to an intermediate web site after the Internet user elieks

on the hypertext link on the first web site;

gathering information at the intermediate web site from the Internet user to determine

if the first web site is found in the list of first web sites likely to send bad traffie; and

performing at least one of the following steps:

providing a validation request to the Internet user if the first web site is found in

the list of first web sites likely to send bad traffie; and

transferring the Internet user to the seeond web site if the first web site is not in

the list of first web sites likely to send bad traffic.

2. (Original) The method as elaimed in elaim 1 wherein the first web site is an affiliate web

site.

3. (Original) The method as elaimed in elaim 2 wherein the seeond web site is an advertiser

web site.

Filed: March 16, 2004

Art Unit: 2445

4. (Previously presented) The method as claimed in claim 3 wherein the step of providing a

hypertext link to the second web site includes receiving a keyword search from the Internet user,

preparing a result list relevant to the keyword search, and providing at least one hypertext link on

the first web site that is relevant to the keyword search.

5. (Previously presented) The method as claimed in claim 3 wherein the hypertext link

includes an advertisement of the advertiser web site.

6. (Original) The method as elaimed in elaim 1 wherein the intermediate web site includes a

redirect page capable of determining if the validation request is required.

7. (Canceled)

8. (Previously presented) The method as claimed in claim 1 further comprising

compensating the first web site for eausing the transmission of the second web site to the Internet

user.

9. (Canceled)

10. (Currently amended) The method as elaimed in claim 1 wherein the validation request

includes providing a survey form with at least one input for the Internet user to input

information.

11. (Original) The method as claimed in claim 10 wherein the validation request includes

collecting the input information into a survey database.

12. (Original) The method of claim 11 wherein the validation request includes analyzing the

input information in the survey database to determine if the first web site should be listed in the

first web site database.

Filed: March 16, 2004

Art Unit: 2445

13. (Original) The method as claimed in claim 12 further comprising causing the

transmission of the second web site to the Internet user.

14. (Original) The method as elaimed in claim 13 further comprising compensating the first

web site for causing the transmission of the second web site to the Internet user.

15. (Previously presented) The method as claimed in claim 1 further comprising the step of

randomly providing the validation request to the Internet user even if the first web site is not

found in the list of first web sites likely to send bad traffie.

16. (Original) The method as claimed in claim 15 wherein the validation request includes

providing a survey page with at least one input for the Internet user to input information.

17. (Original) The method as claimed in claim 16 wherein the validation request includes

collecting the input information into a survey database.

18. (Previously presented) The method as claimed in claim 17 further comprising causing the

transmission of the second web site to the Internet user after the Internet user has completed the

validation request.

19. (Original) The method as claimed in claim 18 further comprising compensating the first

web site for causing the transmission of the second web site to the Internet user.

20. (Original) A method of determining if an affiliate web site sends bad traffic to an

advertiser web site in a system comprising an affiliate web site providing an advertiser link to an

advertiser web site, the affiliate web site receiving compensation if an Internet user having a web

browser clicks on the advertiser link and causes the transmission of the advertiser web site to the

Internet user, the method comprising:

determining if the web browser has cookies enabled;

Filed: March 16, 2004

Art Unit: 2445

determining a language of the web browser;

determining an amount of time that the Internet user spends on the advertiser web

site;

determining a total amount of times that the affiliate web site eauses the transmission

of the advertiser web site to the Internet user; and

analyzing at least one of the web browser cookies. the language of the web browser,

the amount of time the Internet user spends on the advertised website and the total amount of

times the affiliate web site causes the transmission of the advertiser web site to the Internet

user to determine if the affiliate web site is likely to send bad traffie; and

adding the affiliate web site to a list of affiliate web sites likely to send bad traffic if

the affiliate is determined as likely to send bad traffic, wherein a subsequent Internet user

referred from the affiliate web site is required to respond to a validation request prior to the

transmission of the advertiser web site to the subsequent Internet user.

21. (Original) The method as claimed in claim 20 further comprising determining if the

Internct user causes a mouse operably eoupled to the Internet user web browser to move.

22. (Original) The method as claimed in claim 20 further comprising determining if the

Internet user receives an incentive from the affiliate web site for clicking on the advertiser link.

23. (Canceled)

24. (Canecled)

25. (Canceled)

26. (Caneeled)

27. (Canceled)

Filed: March 16, 2004 Art Unit: 2445

(Canceled) 28.

(Previously presented) A method of determining if an affiliate web site sends bad traffie 29.

to an advertiser web site, the method comprising the steps of:

receiving at an affiliate web site a keyword search from an Internet user having a web

browser;

providing at least one advertiser link to an advertiser web site on the affiliate web

site;

transferring an Internet user to an intermediate web site after the Internet user elieks

on the advertiser link on the affiliate web site;

gathering information at the intermediate web site from the Internet user to determine

the keyword search;

electronically comparing the keyword search to the advertiser web site to determine if

the keyword search is relevant to the advertiser web site; and

performing at least one of the following steps:

providing a validation request to the Internet user if the keyword search is not

relevant to the advertiser web site; and

transferring the Internet user to the advertiser web site if the keyword search is

relevant to the advertiser web site.

(Previously presented) The method as elaimed in claim 29 further comprising 30.

determining a total amount of times that the affiliate web site causes the transmission of the

advertiser web site to the Internet user.

Filed: March 16, 2004

Art Unit: 2445

31. (Previously presented) The method as claimed in claim 29 further comprising

determining if the Internet user causes a mouse operably coupled to the Internet user web

browser to move.

32. (Previously presented) The method as claimed in claim 29 further comprising

determining if the Internet user receives an incentive from the affiliate web site for clicking on

the advertiser link.

33. (Previously presented) The method as claimed in claim 29 further comprising

determining if the web browser has cookies enabled.

34. (Previously presented) The method as claimed in claim 29 further comprising

determining a language of the web browser.